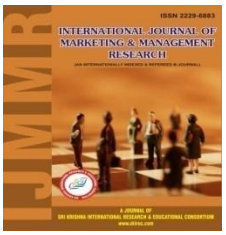
The Journal of Sri Krishna Research & Educational Consortium

INTERNATIONAL JOURNAL OF MARKETING AND MANAGEMENT RESEARCH

Internationally Indexed & Listed Referred e-Journal



A STUDY ON REAL ESTATE BUYERS ATTITUDE TOWARDS SELECTING A LAND

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ABSTRACT

This study is originated to identify the buyer's attitude towards selecting a land and to analyze their fear factor, personal factor and relative factors associated with the buying decisions. Real estate becomes the choice of investment tool to someone and this is the core business to other. This present study carried with this direction to check their attitude. The research design used in this study is descriptive research design. The sampling technique adopted is simple random sampling and the sample size of 100 investors is selected for the study. Structured interview schedule is prepared for conducting the survey. Primary data is collected through interview schedule and secondary data is collected through conference proceedings, realty company manuals and website. The data collected is then classified, tabulated, and the analyzed by using statistical tools such as Simple Percentage, Charts and Chi-Square test. Almost the buyers are having knowledge about the selection of land, size of land for their personal as well as business use. Buyers are having enormous information about the mediator, checking documents and so on. But still it is suggested that the buyer should have thorough knowledge before making investment in real estate.

KEYWORDS: *Real estate, Agriculture Land, Commercial Land, Industrial Land, Residential Land, Estate Land, Buyer Attitude, Land factors.*